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CURRENT SERIAL RECORDS

**CONSUMER PURCHASES OF**

**CITRUS**

• **Fruit**

• **Juices**

• **Drinks**

**AND OTHER PRODUCTS**

CPFJ-157

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

JANUARY 1964

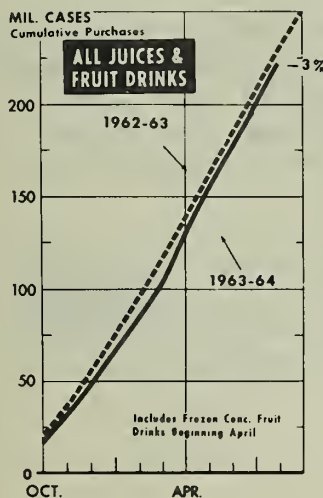


# CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS, AND OTHER PRODUCTS AUGUST 1964

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Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

## HIGHLIGHTS



Consumer purchases of frozen concentrated and canned single-strength juices, chilled orange juice, and frozen concentrated and canned single-strength fruit drinks totaled 20.9 million cases (single-strength equivalent) in a 4-week period in August 1964, a decrease of 4 percent from the corresponding period of 1963.

## Purchases--1,000 Cases

	Aug. 1963	Aug. 1964	Percent change
Frozen concentrated orange juice	3,473	3,899	+12
Other citrus juices	1,647	1,400	-15
Prune juice	651	763	+17
Other noncitrus juices	5,773	5,242	- 9
Canned fruit drinks	5,241	5,498	+ 5
Frozen concentrated fruit drinks	4,978	4,076	-18
	21,763	20,878	- 4

Prices paid for these products averaged 4.6 cents per 6-ounce serving, the same as a year earlier. Hence, consumer expenditures also were down moderately.

Because of continuing effects of the December 1962 freeze, supplies of citrus items were below and prices above usual levels. Nevertheless, retail movement of frozen concentrated orange juice was up 12 percent from August 1963 and prices were down 9 percent. Chilled

orange juice sales rose 10 percent; prices paid held steady. On the other hand, purchases of canned orange and grapefruit juices were record lows and prices of grapefruit juice were record high.

Prune juice was bought in record volume for August. In contrast, movement of other noncitrus juices was off 10 percent from a year earlier and was off still more from the strong market that developed for these products after the freeze.

Purchases of canned single-strength fruit drinks were up moderately as the market for these products continued to grow; prices were steady, as they have been for several years.

Purchases of frozen concentrated orange drink were down a third. Use of other frozen concentrated fruit drinks also was down, but the decline was not as drastic. Prices paid for frozen fruit drinks averaged 2.5 cents per 6-ounce serving compared with 4 to 8.8 cents for competitive products.

Purchases of chilled citrus salads and sections were about twice the August 1963 volume. Movement of canned grapefruit sections was up 11 percent, compared with a gain of 56 percent for fresh grapefruit. Purchases and prices paid for fresh oranges held the same as in the preceding August.

Cumulative purchases of all fruit juices and drinks in the reporting year begun October 1963 were down 3 percent -- 7.5 million cases -- from the same period of 1962-63. (See figure in margin.) Cumulative expenditures were up 4 percent or \$29.8 million.

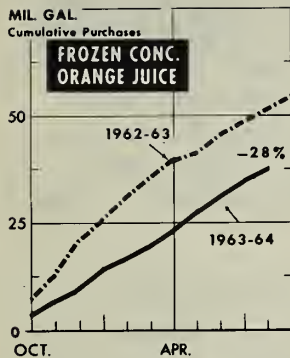
#### FROZEN CONCENTRATED FRUIT JUICES

##### Purchases of FCOJ Up from a Year Earlier

Despite continuing short supplies of frozen concentrated orange juice as a result of the December 1962 freeze, household purchases in August were up 12 percent and prices down 9 percent from the same month of 1963, when movement was the slowest and prices the highest recorded in this 15-year series. This gain in purchases, together with a decline in use of competing products, brought the market share for the concentrate up from 16 to 18.7 percent. (See tables 1, 1A, 14-18 and figures 7-9.)



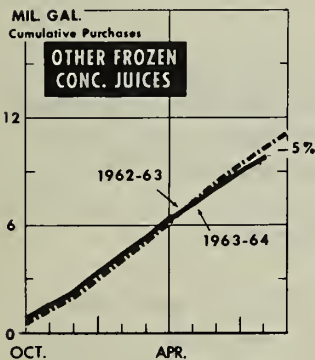
Retail movement of frozen orange juice exceeded the year earlier volume by 359,000 gallons. <sup>1/</sup> Both the proportion of families buying (19.6 percent) and the average size of purchase (6.3 cans) were larger than in the preceding August.



Retail prices averaged 25.6 cents per 6-ounce can, the same as in July, but otherwise the lowest recorded for more than a year. Expenditures per buying family, down moderately to \$1.62, also were the lowest for more than a year. Because of the increase in number of buyers, however, total consumer outlay was slightly larger than a year earlier.

Purchases in early months of the reporting year begun October 1963 were down as much as 55 percent from the record-high levels of a year earlier. As a result, cumulative purchases through August were off 28 percent -- 14.4 million gallons -- from the corresponding 11 months of 1962-63. (See figure in margin.) Cumulative expenditures were off 9 percent or \$22.1 million.

#### Slower Market for Other Frozen Concentrated Juices



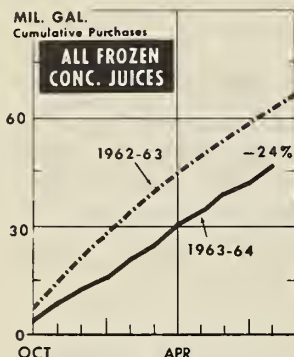
Retail movement of frozen concentrated juices other than orange was off 5 percent -- 40,000 gallons -- from a year earlier. The market for these juices receded from the high levels that developed when supplies of orange items first became short as a result of the freeze. And despite unusually heavy purchases in the first quarter of 1963-64, cumulative purchases through August were down 5 percent -- 490,000 gallons -- from corresponding months of 1962-63. (See figure in margin and tables 8, 15-18.)

Prices paid for this group of juices averaged 20.6 cents per 6-ounce can, the same as a year earlier. The typical buyer spent \$1.02 for them, or two-thirds as much as for frozen concentrated orange juice.

Total consumer outlay was off 5 percent from the preceding August. The season's cumulative expenditures, however, remained moderately above 1962-63 levels.

<sup>1/</sup> Monthly and cumulative purchases and expenditures for all products are for 4-week (28 day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink are converted at 4 to 1; other frozen concentrated fruit drinks are converted at 4.7 to 1.

## Total Frozen Concentrated Juices Took Larger Share of Market



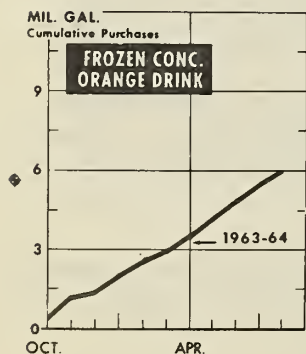
Total purchases of frozen concentrated juices for household use were up 8 percent or 319,000 gallons from August 1963, when movement was the slowest recorded for more than a decade. Purchases of canned single-strength fruit drinks, in comparison, also increased; but use of other products declined and the total household fruit juice and drink market was smaller than a year earlier. As a result, the market share for frozen concentrated juices was up 3 percentage points to 23.4 percent. (See tables 15, 17 and 18.)

Prices paid for frozen concentrated juice were down 7 percent to 24.6 cents per 6-ounce can -- the lowest recorded for more than a year. They continued to be more expensive than canned single-strength juices -- the reverse of the situation prior to the freeze.

October-August cumulative purchases were off a fourth -- 14.9 million gallons -- from corresponding months of 1962-63 and were down considerably more than that from earlier years. Cumulative expenditures, however, were down only 7 percent.

## FROZEN CONCENTRATED FRUIT DRINKS

### Frozen Orange Drink Sales Down Sharply



In contrast to the gains by frozen concentrated orange juice, August retail sales of frozen concentrated orange drink were among the lowest recorded in the 1 1/2 years for which data are available. As a consequence, its share of the household market dropped from 4 to less than 3 percent. (See tables 7, 14-18 and figures 7-9.)

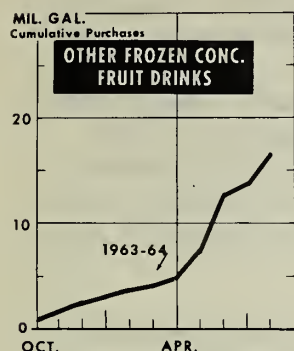
Purchase volume was off 33 percent -- 238,000 gallons -- from the preceding August when movement was the heaviest reported. The slowdown resulted from a decrease in number of buyers from 6 to 3.8 percent of the Nation's families, with part of that loss offset by a larger size of purchase.

Prices paid averaged 15.3 cents 6-ounce can. This was the same as a year earlier, but was as much as 2.7 cents below levels that prevailed since that time.

Expenditures per buying family averaged 75 cents, less than in most months since August 1963, when 71 cents was spent for the product. Even so, since few families bought, total consumer outlay was down 33 percent from a year earlier.



## Movement of Other Frozen Fruit Drinks Slower

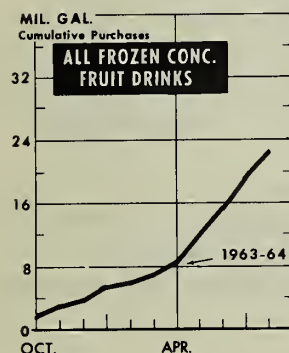


Household use of frozen concentrated fruit ades, punches, and drinks other than orange were down 15 percent -- 445,000 gallons -- from August 1963 as retail movement continued to lag behind year-earlier levels. Purchases were 5 times the February volume, a far greater seasonal change than observed among competing products. This group of frozen drinks accounted for about 17 percent of all fruit drinks and juices used in homes, a loss of 2 percentage points in market share. <sup>2/</sup> (See tables 7, 15, 17, and 18 and figures 7-9.)

Size of purchase averaged 7 cans among the 13.6 percent of families that bought. Comparable data are not available for a year earlier.

Retail prices at 10.7 cents per 6-ounce can were about the same as in immediately preceding months, but were 9 percent lower than a year earlier. A 6-ounce serving cost 2.3 cents, substantially less than other reported products.

## Purchases and Prices of Total Frozen Fruit Drinks Down



Despite lower prices, total household purchases of frozen concentrated fruit drinks were off 19 percent -- 683,000 gallons -- from a year earlier and were off still more from the preceding month. As a result, the market share for frozen fruit drinks was down 3 percentage points to less than 20 percent. This was the third month in succession that purchases were slow in contrast to the continued gains reported for canned single-strength fruit drinks. (See tables 7, 14-18 and figures 7-9.)

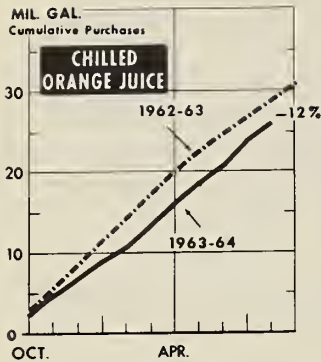
Prices paid for frozen fruit drinks were down 8 percent from a year earlier to a low of 11.5 cents per 6-ounce can. These products continued to be less expensive than other juices and fruit drinks; and although they accounted for 20 percent of consumer purchases, they represented only 10 percent of consumer expenditures.

## CHILLED AND CANNED SINGLE-STRENGTH JUICES

### Chilled Orange Juice Purchases Up

August purchases of chilled orange juice were up 10 percent -- 202,000 gallons -- from a year earlier and up 20 percent from 1957-61 average for the month. This was the fifth month in succession that purchases were above year-earlier levels. (See tables 2, 18 and figures 7-9.)

<sup>2/</sup> Purchases were converted to single-strength equivalent at 4.7 to 1 in computing share of market and cost per serving. This is an approximation since product concentrations vary widely, and purchases of the individual products, which may fluctuate sharply by season, are not known.

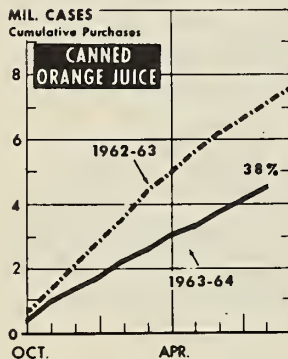


The gain over the preceding August was a result of an increase in size of purchase to 3.4 quarts per buying family -- the largest since the 1962 freeze. On the other hand, the 4.8 percent of families that bought was among the smallest recorded in recent years.

Retail prices averaged 47.2 cents per quart, about the same as a year earlier and in most months since that time. Buying family expenditures were up to a record high of \$1.59, and for the first time the typical buyer spent about as much for chilled orange juice as he did for frozen concentrated orange juice.

The market was slow in the first half of the year and October-August cumulative purchases of chilled orange juice were down 12 percent -- 3.4 million gallons -- from the corresponding period a year earlier. Despite smaller purchases, however, cumulative expenditures held about the same.

### Sales of Canned Orange Juice Record Low



Purchases of canned single-strength orange juice were off 21 percent -- 90,000 gallons -- from August 1963 to a low for this 15-year series. Use of this product has been declining since the advent of frozen concentrated orange juice; also, supplies were unusually short because of continuing effects of the 1962 freeze. (See tables 3, 15-18 and figures 7-9.)

Size of purchase averaged 1.6 cans among the 3.4 percent of families that bought. The proportion of families buying was the lowest and the size of purchase the second lowest reported.

Prices paid averaged 57.6 cents per 46-ounce can, about the same as in the preceding 7 months but 19 percent higher than a year earlier. Despite higher prices, however, consumer outlay was down 7 percent from August 1963.

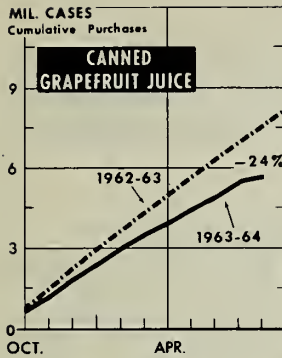
October-August cumulative purchases were off 38 percent -- 2.7 million gallons -- from the corresponding months of 1962-63. (See figure in margin.) Cumulative expenditures were down 17 percent or \$4.6 million.

### Grapefruit Juice Sales Slowest Recorded

Fewer buyers together with smaller size of purchase brought about the slowest retail movement of canned single-strength grapefruit juice recorded in this



15-year series. Prices were high, but consumer outlay was down to a 4-year low. As for orange juice, these changes were associated with short supplies as a result of the freeze. (See tables 4, 15-18 and figures 7-9.)

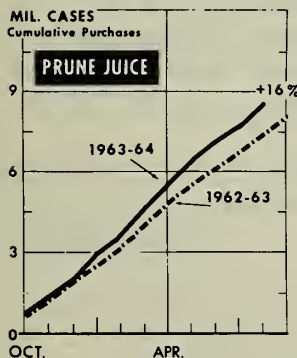


Sales were off 36 percent -- 217,000 cases -- from August 1963. The number of buyers dropped from 4.5 to 3.4 percent of the Nation's families and the size of purchase dropped from 2.3 to 1.9 cans.

Retail prices were up only moderately from the preceding month, but were up 20 percent from a year earlier to a record of 45.3 cents per 46-ounce can. Although the expenditure per buying family (86 cents) was slightly higher than in August 1963, total consumer outlay was off 23 percent or about \$0.5 million.

October-August cumulative purchases were down 24 percent or 1.8 million cases. (See figure in margin.) Since prices were higher, cumulative expenditures were down only 6 percent.

#### Prune Juice Buying Record High for August



Prune juice continued to attract a larger number of buyers in August, and retail purchases were the heaviest recorded for the month in this 15-year series. Similarly, the amount spent for the product also set a high for the month. (See tables 5, 15-18 and figures 7-9.)

Purchase volume was up 17 percent -- 112,000 cases -- from the preceding August. Movement was heavy throughout the year and October-August cumulative purchases were up 16 percent -- 1.2 million cases -- from the same months of 1962-63, the previous high year.

Purchase size averaged 2.5 quarts among the 7.4 percent of families that bought. This compared with a purchase of 2.3 quarts among 6.8 percent of families a year earlier.

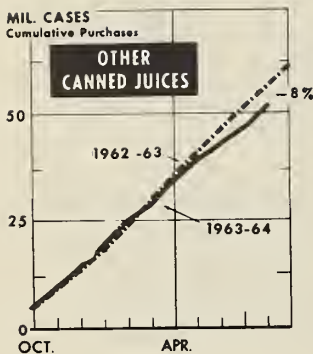
Prices held even at 41.1 cents per quart. The typical buyer spent \$1.02 for the juice, the most since mid-1962. Total August outlay was up 16 percent, and October-August cumulative expenditures rose 12 percent or \$5 million.

#### Sales of Other Canned Juices on Downturn

The August retail market for all other canned single-strength juices -- such as apple, pineapple, tomato, and blends -- was the weakest since the freeze. As a



consequence, the market share for this group of products dropped from 21.8 to 20.4 percent. (See tables 8, 14-18 and figures 7-9.)

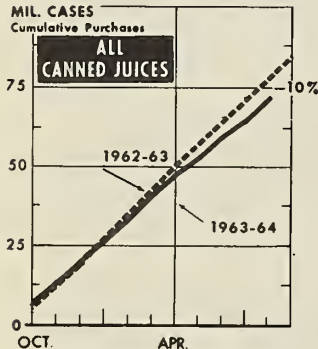


Sales volume was off 10 percent -- 484,000 cases -- from a year earlier. Size of purchase averaged 2.2 cans among the 32 percent of families that bought -- comparable data are not available for the preceding year.

Prices paid averaged 31.5 cents per 46-ounce can, the same as a year earlier, but less than in most intervening months. These were the least expensive of the juices. The typical buyer spent only 69 cents for them, less than in preceding months and considerably less than spent for competing juices or for fruit drinks.

Sales were slow in calendar 1964 and October-August cumulative purchases were off 8 percent -- 4.3 million cases -- from the same months of 1962-63. Cumulative expenditures were down 3 percent.

#### Movement of Total Canned Juices At 4-year Low



Total retail purchases of canned single-strength juices in August were off 11 percent -- 679,000 cases -- from a year earlier and were the lowest recorded since mid-1961. This type of juice had 27.5 percent of the household market, a drop of 2 percentage points from its share a year earlier. (See tables 10, 14-18 and figures 7-9.)

The 38.6 percent of families that bought was the smallest proportion in 2 years. Similarly, the average size of purchase also was smaller than usual.

Prices paid -- 37.6 cents per 46-ounce can -- were moderately higher than either a year earlier or the 1957-61 average for the month. Nevertheless, because of the decline in purchases, buying family and total consumer expenditures were the lowest since the freeze.

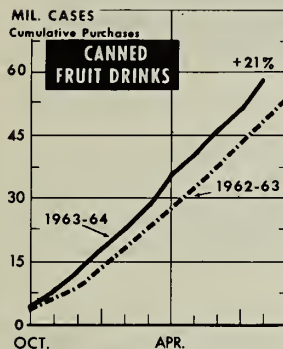
Movement of canned juices was slow in most months of 1963-64 and October-August cumulative purchases were down 10 percent -- 7.7 million cases -- from corresponding months of 1962-63. (See figure in margin.) Cumulative expenditures, however, were only slightly smaller.

#### CANNED SINGLE-STRENGTH FRUIT DRINKS

##### Canned Fruit Drinks Garner a Larger Share of Market

Household use of canned single-strength fruit drinks remained on the upturn in contrast to the decline in use of frozen concentrated fruit drinks and canned single-

strength juices. Consequently, the canned fruit drink share of market was up more than 2 points to 26 percent. Prices have held quite steady for several years and consumers have continued to increase their outlay for these products. (See tables 11, 14-18 and figures 7-9.)



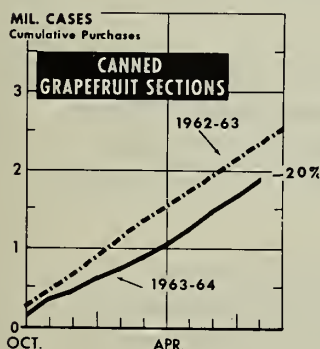
August purchases were 5 percent -- 257,000 cases -- above the year-earlier month. The gain was attributed to a larger size of purchase, since the proportion of families buying was somewhat smaller. This was the first time in the 1963-64 reporting year that the number of users failed to increase over a year earlier.

Retail prices were down slightly to 31 cents per 46-ounce can. The average buyer spent \$1.11 for canned fruit drinks, considerably more than he spent for frozen concentrated fruit drinks or canned juices.

October-August cumulative purchases rose 21 percent -- 10.2 million cases -- over corresponding months of 1962-63, the previous high year. (See figure in margin.) The relative gain in cumulative expenditures was still larger.

#### CITRUS SALADS AND SECTIONS

##### More Canned Grapefruit Sections Bought



August purchases of canned grapefruit sections exceeded the year-earlier volume by 11 percent or 20,000 cases. Nonetheless, purchases remained below and prices above 1957-61 averages as a result of short supplies. (See tables 16-18 and figures 7-9.)

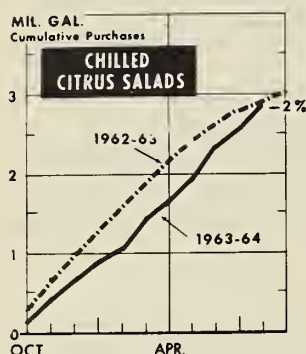
Size of purchase averaged 3.3 cans among the 3.3 percent of families that bought. Both components of retail sales were larger than in the preceding August.

Retail prices advanced 10 percent to 28.2 cents per No. 303 can, the highest recorded in the 8 years for which data are available. Hence, expenditures per buying family, as well as total consumer expenditures, were well above year-earlier levels.

Retail sales were slow in most months of 1963-64 and October-August cumulative purchases were off 20 percent -- 479,000 cases -- from the same months of 1962-63. Nonetheless because of higher prices, cumulative expenditures were down only slightly.



## More Spent for Chilled Citrus Salads



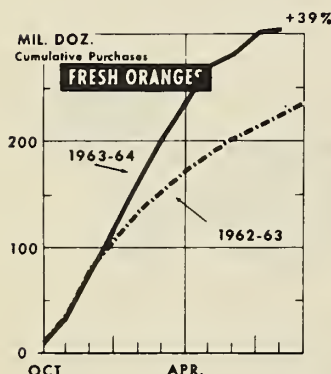
Consumer purchases of chilled citrus salads and sections were close to double the small August 1963 volume. The gain was brought about by an increase in the number of buyers to 1.4 percent of the Nation's families. Part of that gain, however, was offset by a smaller size of purchase. (See tables 9 and 16-18.)

Retail prices averaged 75.8 cents per quart, down 8 percent from a year earlier, but about the same as in later months. Consumer expenditures in August, as in the 3 preceding months, were substantially above year-earlier amounts.

October-August cumulative purchases were within 2 percent of the year-earlier volume. Cumulative expenditures, however, were up 5 percent.

## FRESH ORANGES AND GRAPEFRUIT

### Orange Purchases About Steady



Retail purchases of fresh oranges were about the same as in August 1963, but were down 11 percent from 4 years earlier, the last prefreeze year for which data were obtained. (See tables 12, 16-18 and figures 7-9.)

Only 10.5 percent of families bought compared with 11.7 percent in the preceding August. This loss, however, was largely offset by an increase in the average size of purchase.

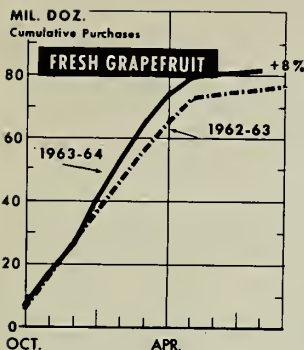
Prices paid averaged 61.4 cents per dozen, about the same as a year earlier. The typical buyer spent \$1.03 for oranges, moderately more than he spent for canned orange juice but substantially less than for frozen concentrated or chilled orange juice.

October-August cumulative purchases were 39 percent -- 86.8 million dozen -- ahead of corresponding months of 1962-63. Cumulative expenditures were up 27 percent or \$38.3 million.

### Use of Grapefruit Up Substantially

Household consumption of fresh grapefruit was sharply larger than in August 1963. As for fresh oranges, however, retail movement was well below 4 years earlier, the last prefreeze year that data were obtained for the fruit. (See tables 13, 16-18 and figures 7-9.)





About 2.6 percent of families bought compared with 2.2 percent a year earlier. This gain was amplified by a larger size of purchase.

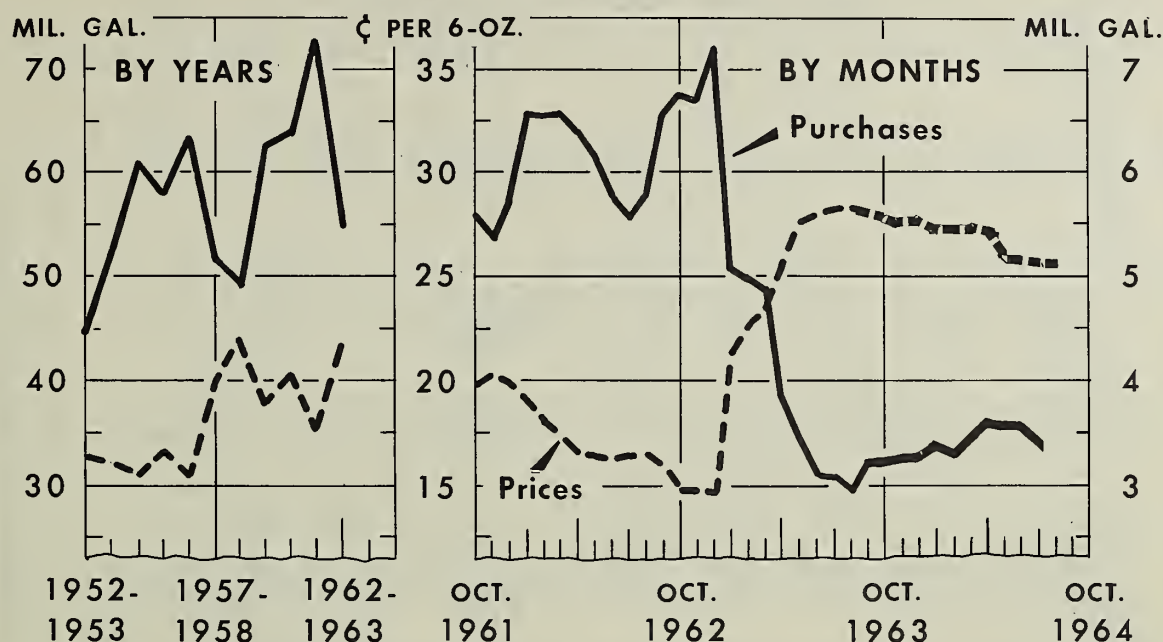
Retail prices were down a little to \$1.60 a dozen. The average buyer spent 79 cents for the fresh grapefruit, in August, considerably less than he spent for canned grapefruit sections or canned grapefruit juice.

October-August cumulative purchases were 8 percent -- 6.4 million dozen -- above the same period of 1962-63. Cumulative expenditures were up 21 percent or \$17.2 million.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393	3,572	21.7	20.5	36.3	39.3	19.3	27.5	25.7
June	4,740	3,069	3,551	19.2	19.8	37.1	39.4	19.5	27.8	25.7
Apr.-June	14,828	10,263	10,772	---	---	---	---	---	---	---
July	4,601	3,049	3,349	19.3	19.1	36.6	39.0	19.6	28.1	25.6
Aug.	4,580	2,931	3,290	18.8	19.6	36.1	38.0	19.8	28.2	25.6
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---		
Season	59,888	54,972		---		---		19.6	21.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 1A.---FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures			All families		
	1957-1958			1957-1958			1957-1958			1957-1958			1957-1958			1957-1958		
	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Oz.	Oz.	Pct.	Cents	Cents	Pct.	Dol.	Dol.	Pct.	1,000 gals.	1,000 gals.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	+4.6	15.2	15.9	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	+3.2	15.4	15.9	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	+1.3	15.9	15.7	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42		18.9	21.3	+2.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41		20.3	22.6	+2.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	-1.0	21.2	23.2	+2.0	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	-2.0	22.2	25.4	+3.2	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	-6.0	22.5	27.5	+5.0	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	+2.0	23.9	27.8	+3.9	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	+1.0	24.2	28.1	+3.9	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36		24.6	28.2	+3.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	+1.0	24.7	28.0	+3.3	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	---	---	---	20.0	21.7	+8.5	---	---	---	220,505	254,507	+15.4
October	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	-2.0	24.8	27.7	+2.9	1.58	1.68	+6.3	19,803	19,134	-3.4
November	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37		25.0	27.4	+2.4	1.56	1.69	+8.3	19,445	19,073	-1.9
December	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	-1.0	25.5	27.8	+2.3	1.58	1.69	+7.0	17,821	19,215	+7.8
January	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	-5.0	22.0	27.3	+5.3	1.51	1.64	+8.6	20,481	19,790	-3.4
February	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	-6.0	20.5	27.4	+6.9	1.42	1.66	+16.9	19,400	19,190	-1.1
March	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38	-4.0	20.3	27.4	+7.1	1.42	1.75	+23.2	18,912	20,423	+8.0
April	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40	-3.0	20.2	27.0	+6.8	1.45	1.78	+22.8	19,168	21,018	+9.7
May	4,131	3,572	-13.5	24.8	20.5	-4.3	41	39	-2.0	20.7	25.7	+5.0	1.42	1.68	+18.3	18,242	19,584	+7.4
June	4,066	3,551	-12.7	25.9	19.8	-6.1	40	39	-1.0	21.3	25.7	+4.4	1.41	1.69	+19.9	18,476	19,469	+5.4
July	4,018	3,349	-16.7	24.5	19.1	-5.4	40	39	-1.0	22.0	25.6	+3.6	1.46	1.66	+13.7	18,858	18,290	-3.0
August	3,971	3,290	-17.2	24.5	19.6	-4.9	41	38	-3.0	22.3	25.6	+3.3	1.53	1.62	+5.9	18,891	17,968	-4.9
September	4,509			26.9			42			22.1			1.55			21,258		
Season 3/	48,975			---	---	---	---	---	---	22.1			---	---	---	230,755		

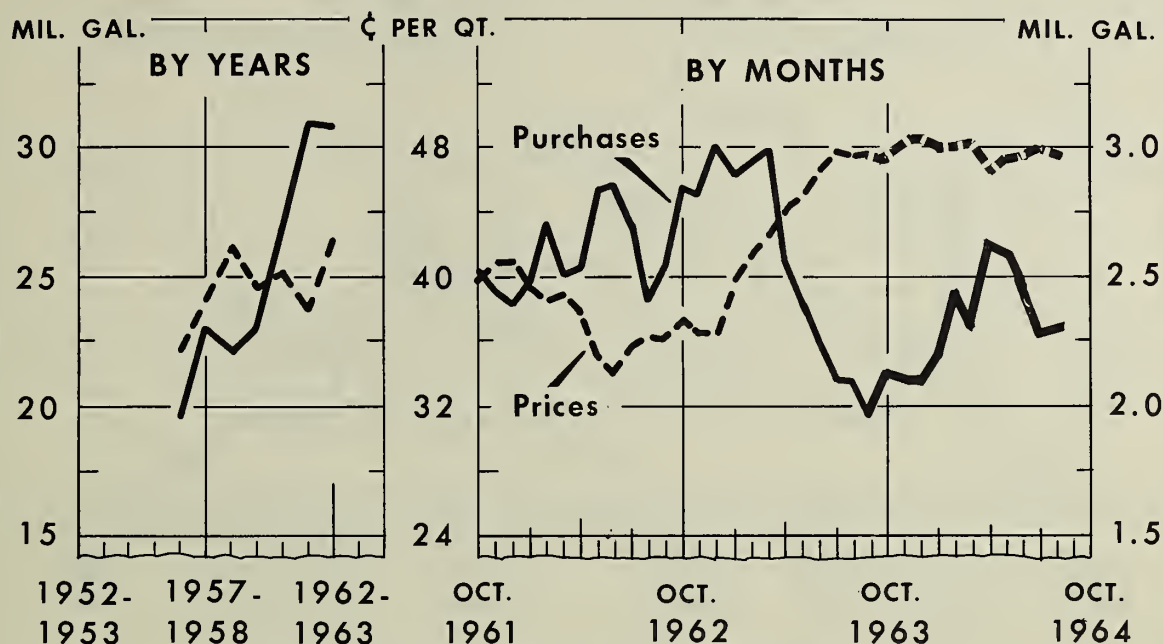
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

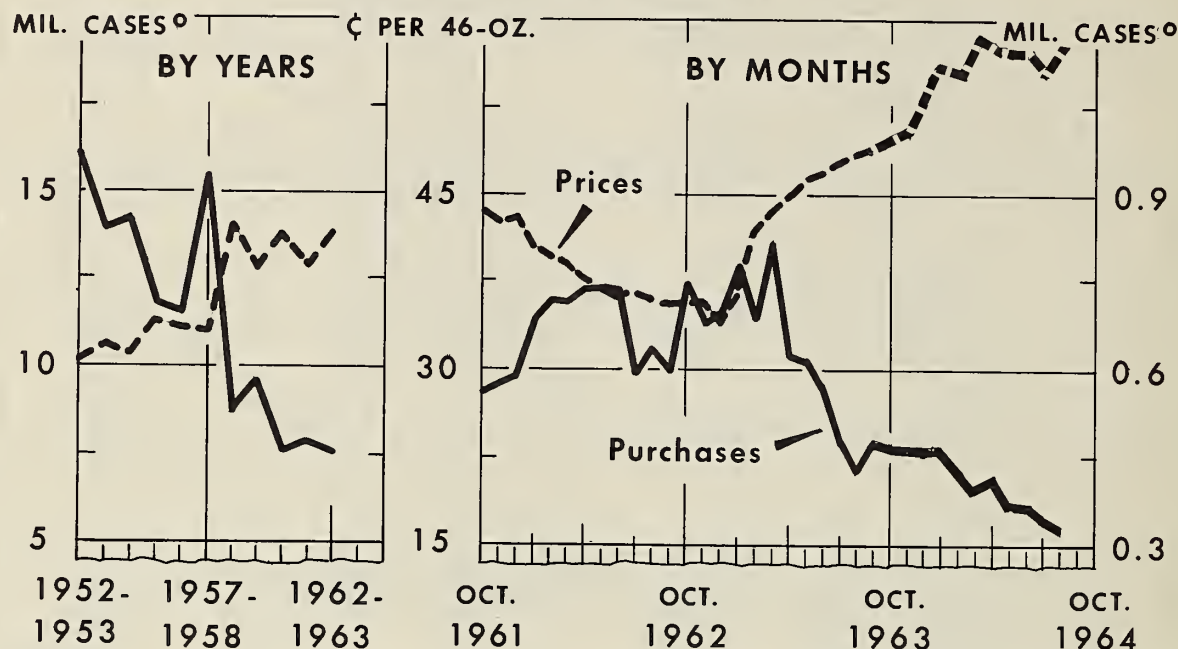
Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393	2,565	5.5	5.6	100.4	103.0	38.7	44.9	47.4
June	2,291	2,249	2,412	5.4	5.3	96.6	99.9	38.3	46.6	47.7
Apr.-June	6,869	7,197	7,654	---	---	---	---	---	---	---
July	2,064	2,099	2,282	5.1	5.1	94.2	100.0	39.1	47.7	48.0
Aug.	1,901	2,094	2,296	4.9	4.8	98.4	107.6	39.6	47.4	47.2
Sept.	1,974	1,951	---	4.6	---	98.8	---	39.6	47.5	---
July-Sept.	5,939	6,144	---	---	---	---	---	---	---	---
Season	25,339	30,832	---	---	---	---	---	39.3	42.1	---

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

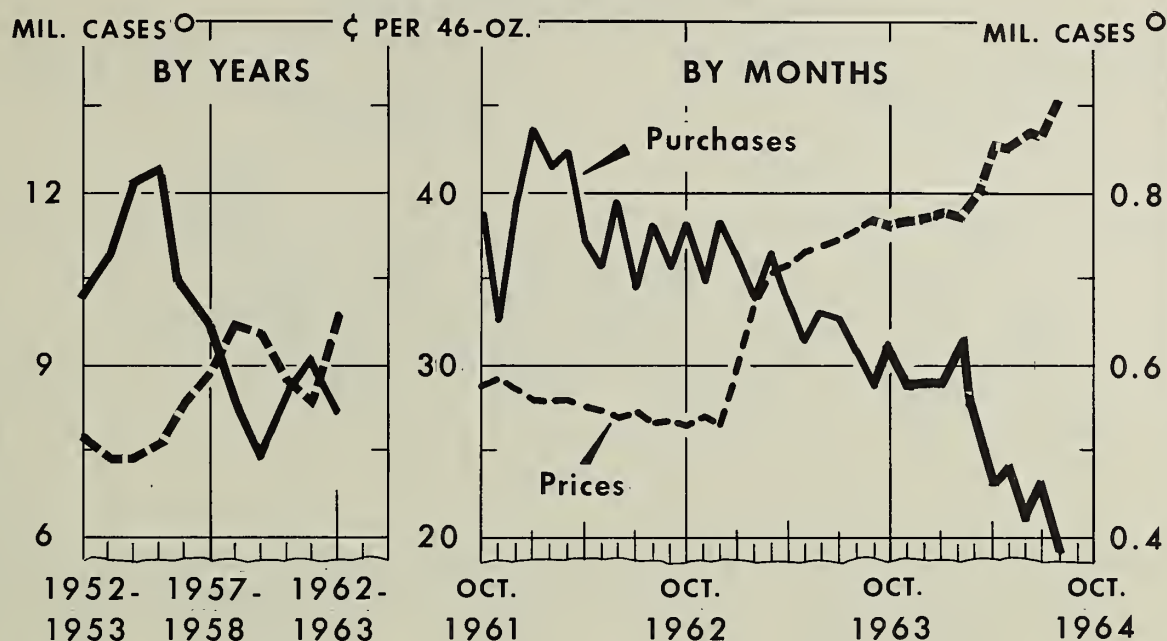
Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611	365	5.3	3.8	90.4	73.5	37.9	46.4	57.5
June	806	564	362	5.1	3.5	86.4	80.5	37.7	46.8	57.5
Apr.-June	2,525	1,793	1,128	---	---	---	---	---	---	---
July	764	467	337	4.7	3.5	77.1	76.0	38.5	47.7	55.5
Aug.	708	421	331	4.2	3.4	78.9	74.6	39.0	48.5	57.6
Sept.	709	474	---	4.6	---	80.7	---	39.9	48.9	---
July-Sept.	2,181	1,362	---	---	---	---	---	---	---	---
Season	9,836	7,562	---	---	---	---	---	38.0	41.7	---

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

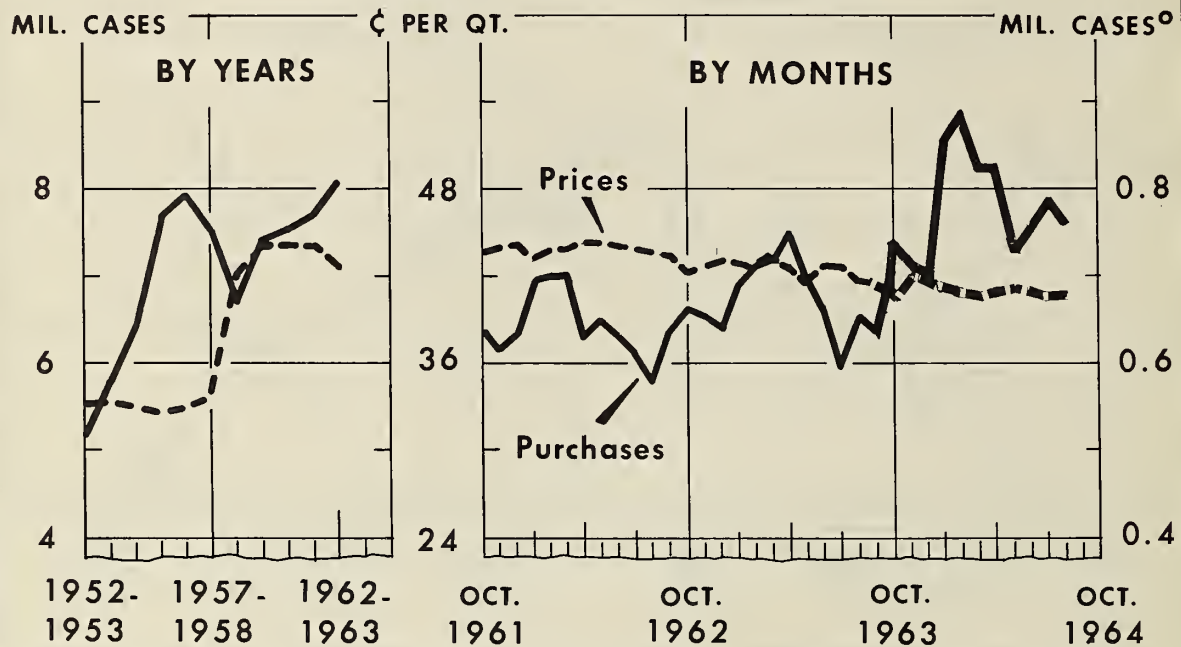
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7	42.8
May	781	621	484	5.0	4.2	97.8	88.8	28.9	36.5	42.5
June	714	659	427	5.4	3.8	95.6	86.3	29.2	36.7	43.5
Apr.-June	2,288	1,948	1,372	---	---	---	---	---	---	---
July	632	652	464	5.1	3.8	99.6	92.8	30.3	37.1	42.9
Aug.	683	606	389	4.5	3.4	103.8	87.6	29.9	37.7	45.3
Sept.	663	568	---	4.8	---	92.9	---	30.3	38.5	---
July-Sept.	1,978	1,826	---	---	---	---	---	---	---	---
Season	8,572	8,129	---	---	---	---	---	30.0	33.1	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS-2541 ECONOMIC RESEARCH SERVICE

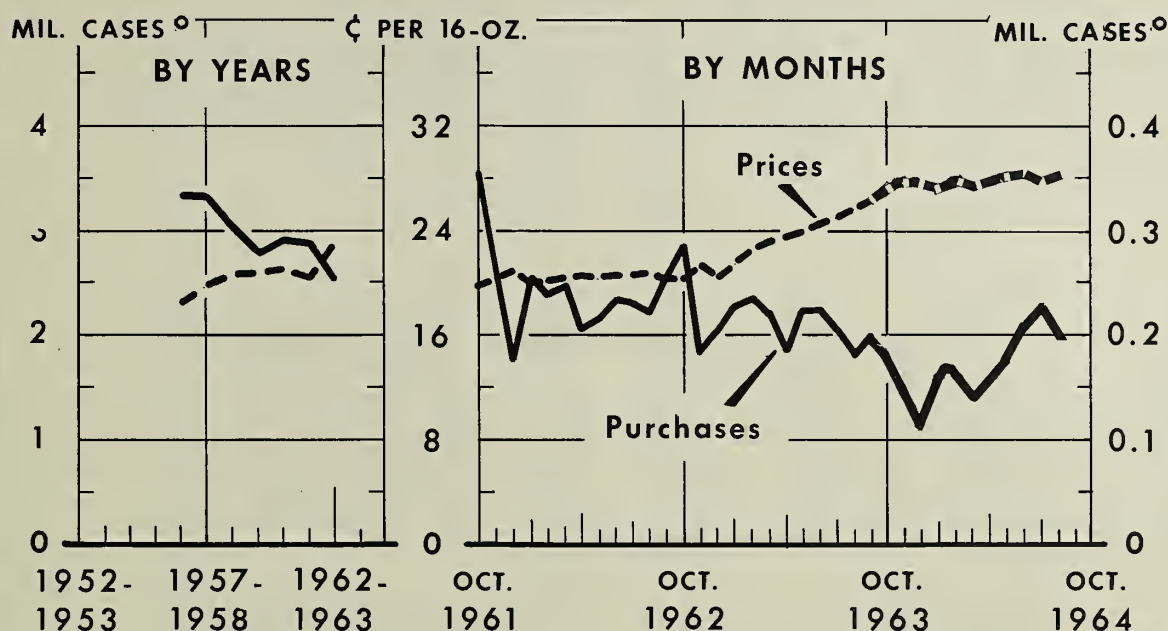
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700	734	7.4	7.4	74.1	75.8	41.8	41.2	41.1
June	600	659	756	7.1	7.4	72.3	77.7	41.7	42.4	40.9
Apr.-June	1,809	2,108	2,316	---	---	---	---	---	---	---
July	571	594	791	6.3	7.8	73.1	76.9	41.7	42.3	40.6
Aug.	569	651	763	6.8	7.4	74.3	78.9	41.6	41.6	41.1
Sept.	602	632	---	6.6	---	74.5	---	41.7	41.4	---
July-Sept.	1,742	1,877	---	---	---	---	---	---	---	---
Season	7,339	8,061	---	---	---	---	---	41.3	42.2	---

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223	176	3.9	3.4	49.2	44.3	20.4	23.8	28.1
June	255	223	207	3.9	3.6	50.7	49.8	20.5	24.5	28.2
Apr.-June	715	628	545	---	---	---	---	---	---	---
July	264	204	234	3.4	3.9	51.4	51.4	20.7	24.7	27.6
Aug.	253	179	199	3.1	3.3	50.7	52.1	20.4	25.6	28.2
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.



Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange						Other						Total					
	:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:		
	Total : purchases:	of : families :	per : buying :	Total : purchases:	of : families :	per : buying :	Total : purchases:	of : families :	per : buying :	Total : purchases:	of : families :	per : buying :	Total : purchases:	of : families :	per : buying :	Total : purchases:	of : families :	per : buying :
	gals.	Percent	Ounces	Cents	gals.	Percent	Ounces	Cents	gals.	Percent	Ounces	Cents	gals.	Percent	Ounces	gals.	Percent	Ounces
1963	1,000				1,000				1,000				1,000					
April	423	3.3	29.9	17.7	1,035	---	---	12.5	1,458	---	---	14.0	---	---	---	---	---	---
May	523	4.8	25.2	16.5	1,996	---	---	11.8	2,519	---	---	12.8	---	---	---	---	---	---
June	602	5.6	25.0	16.5	3,021	---	---	11.8	3,623	---	---	12.5	---	---	---	---	---	---
Apr.-June	1,548	---	---	---	6,052	---	---	---	7,600	---	---	---	---	---	---	---	---	---
July	703	5.7	28.6	14.6	3,774	---	---	11.7	4,477	---	---	12.1	---	---	---	---	---	---
August	726	6.0	27.9	15.3	2,956	---	---	11.8	3,682	---	---	12.5	---	---	---	---	---	---
September	654	5.0	30.2	15.8	1,732	---	---	11.5	2,386	---	---	12.7	---	---	---	---	---	---
July-Sept.	2,083	---	---	---	8,462	---	---	---	10,545	---	---	---	---	---	---	---	---	---
1963-64																		
October	580	4.4	30.4	17.0	924	---	---	13.2	1,504	---	---	14.7	---	---	---	---	---	---
November	445	3.7	27.0	17.7	632	---	---	13.9	1,077	---	---	15.5	---	---	---	---	---	---
December	364	3.0	27.7	18.0	553	4.2	30.1	13.5	917	---	---	15.2	---	---	---	---	---	---
Oct.-Dec.	1,389	---	---	---	2,109	---	---	---	3,498	---	---	---	---	---	---	---	---	---
January	574	4.9	26.8	17.6	627	4.7	29.7	14.3	1,201	---	---	15.9	---	---	---	---	---	---
February	580	4.7	28.0	17.4	546	4.3	28.6	14.5	1,126	---	---	16.0	---	---	---	---	---	---
March	459	3.7	27.8	17.7	672	4.7	32.3	14.0	1,131	---	---	15.5	---	---	---	---	---	---
Jan.-Mar.	1,613	---	---	---	1,845	---	---	---	3,458	---	---	---	---	---	---	---	---	---
April	645	5.0	29.4	17.5	900	6.1	32.9	13.2	1,545	---	---	15.0	---	---	---	---	---	---
May	627	5.0	28.8	16.5	2,620	14.5	40.4	11.2	3,247	---	---	12.2	---	---	---	---	---	---
June	573	4.7	27.9	15.6	2,787	15.6	39.9	10.8	3,360	---	---	11.6	---	---	---	---	---	---
Apr.-June	1,845	---	---	---	6,307	---	---	---	8,152	---	---	---	---	---	---	---	---	---
July	661	4.8	30.8	15.2	3,620	18.7	43.8	10.8	4,281	---	---	11.5	---	---	---	---	---	---
August	488	3.8	29.5	15.3	2,511	13.6	41.6	10.7	2,999	---	---	11.4	---	---	---	---	---	---
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family		Prices paid per 46-ounce can
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510	---	---	13,173	14,365	---	---	---	---
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9
Jan.-Mar.	3,215	2,932	---	---	17,449	15,228	---	---	---	---
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	104.8	30.5	33.1
May	1,208	828	19.4	21.5	5,510	4,668	34.4	103.8	30.2	32.9
June	975	834	20.3	21.0	5,171	4,433	33.8	100.4	30.8	32.8
Apr.-June	3,344	2,764	---	---	16,286	13,860	---	---	---	---
July	903	800	20.3	21.1	4,720	4,328	32.2	101.4	31.4	32.6
Aug.	872	832	20.6	20.6	4,740	4,256	32.0	100.9	31.5	31.5
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672	---	---	---	---	---	---
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697	---	---	---	---	---	---
Apr.	284	280	1.4	1.3	47.2	51.5	75.0	74.5
May	258	338	1.4	2.1	43.2	37.6	76.8	74.6
June	180	312	1.0	1.9	44.1	39.3	77.5	76.2
Apr.-June	722	930	---	---	---	---	---	---
July	144	288	0.9	1.4	37.2	46.4	80.7	75.5
Aug.	134	260	0.7	1.4	44.9	41.8	82.6	75.8
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.



Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442	6,251	44.9	40.4	130	117.8	---	34.8	38.2
June	6,454	7,053	5,978	43.6	40.0	127	114.2	---	35.4	38.4
Apr.-June	20,146	22,135	18,676	---	---	---	---	---	---	---
July	6,013	6,433	5,920	41.7	38.9	120	115.2	---	35.9	38.2
Aug.	5,892	6,418	5,739	40.3	38.6	124	112.9	---	36.1	37.6
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1959-61	1963	1964	1963	1964	1963	1964	1959-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169	6,213	26.5	29.1	153	165.2	31.7	31.0	31.7
June	4,027	5,035	5,980	26.4	28.6	149	160.3	31.3	31.3	31.4
Apr.-June	11,343	15,279	18,150	---	---	---	---	---	---	---
July	4,007	5,600	6,201	28.0	28.6	156	165.8	30.8	31.1	30.9
Aug.	3,486	5,241	5,498	26.2	25.8	156	164.1	31.1	31.5	31.0
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.



Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	29,927	16,790	28,964	20.8	28.1	17.6	22.0	51.3	75.3	58.3
June	21,441	13,997	21,673	17.4	21.8	17.5	21.3	54.2	68.6	56.3
Apr.-June	87,185	48,803	86,043	---	---	---	---	---	---	---
July	14,214	12,232	12,900	14.3	13.9	18.5	19.7	54.6	61.0	61.3
Aug.	11,182	10,091	9,994	11.7	10.5	18.7	20.1	56.5	61.8	61.4
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---		---		---	---	
Season	370,884	236,067		---		---		49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	6,769	5,946	4,370	15.0	11.8	8.6	7.9	107.3	133.2	154.2
June	3,422	2,663	2,454	8.7	7.4	6.7	7.0	116.3	163.5	158.6
Apr.-June	21,277	17,542	15,199	---	---	---	---	---	---	---
July	1,669	765	1,028	3.2	3.3	5.3	6.5	119.4	167.4	155.2
Aug.	1,221	466	726	2.2	2.6	4.7	5.9	126.8	166.2	160.5
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---		---		---	---	
Season	96,337	76,695		---		---		90.5	107.1	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.---Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total all products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	17,053	1,974	19,027	17,239	17,181
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	15,832	1,407	17,239	17,181	17,181
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	15,980	1,201	17,181	17,181	17,181
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	48,865	4,582	53,447	53,447	53,447
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	17,924	1,553	19,477	19,477	19,477
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	18,509	1,448	19,957	19,957	19,957
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	18,135	1,480	19,615	19,615	19,615
Jan.-March	30,360	24,687	17,109	18,898	23,387	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	54,568	4,481	59,049	59,049	59,049
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,018	18,827	2,018	20,845	20,845	20,845
May	9,539	5,962	5,842	6,172	7,641	6,383	4,000	5,169	6,213	19,711	18,772	18,438	4,393	18,438	4,393	22,831	22,831	22,831
June	9,214	5,526	5,712	5,684	6,985	6,177	4,023	5,035	5,980	18,921	17,546	17,861	4,561	17,861	4,561	22,430	22,430	22,430
Apr.-June	28,519	18,035	17,533	17,929	22,356	19,451	11,731	15,279	18,150	58,179	55,670	55,134	10,972	55,134	10,972	66,106	66,106	66,106
July	8,639	5,354	5,446	5,534	6,384	6,067	4,054	5,600	6,201	18,227	17,338	17,714	5,826	17,714	5,826	23,540	23,540	23,540
August	8,963	5,120	5,299	5,187	6,424	6,005	3,506	5,241	5,498	17,656	16,785	16,802	4,076	16,802	4,076	20,878	20,878	20,878
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301							
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424							
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	17,053	1,974	19,027	17,239	17,181
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,361	32,885	3,361	36,266	36,266	36,266
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	48,865	4,582	53,447	53,447	53,447
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	66,789	6,135	72,924	72,924	72,924
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	85,298	7,583	92,881	92,881	92,881
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	103,433	9,063	112,496	112,496	112,496
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,081	122,260	11,081	133,341	133,341	133,341
May	75,752	68,529	45,467	48,684	56,242	54,028	26,876	32,785	41,203	151,312	157,556	140,688	15,474	140,688	15,474	156,172	156,172	156,172
June	84,966	74,055	51,179	54,368	63,227	60,205	30,899	37,820	47,183	170,233	175,102	158,567	20,035	158,567	20,035	178,602	178,602	178,602
July	93,605	79,409	56,625	59,902	69,611	66,272	34,953	43,420	53,384	188,460	192,440	176,281	25,861	176,281	25,861	202,142	202,142	202,142
August	102,568	84,529	61,924	65,089	76,035	72,277	38,459	48,661	58,882	206,116	209,225	193,083	29,937	193,083	29,937	223,020	223,020	223,020
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526							

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/						Chilled orange juice	Canned single-strength juices						Canned single- strength fruit drinks	Average 5/
	Juices			Fruit drinks				Orange			Prune				
	Cents	Cents	Cents	Cents	Cents	Cents		Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63															
October	4.0	4.6	4.0	---	---	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)	
November	4.0	4.6	4.0	---	---	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)	
December	3.9	4.5	4.0	---	---	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)	
January	5.3	4.6	5.2	---	---	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)	
February	5.6	4.8	5.5	---	---	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)	
March	5.8	4.8	5.6	---	---	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)	
April	6.4	4.8	6.0	4.4	2.7	3.1	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.8	
May	6.9	4.8	6.4	4.1	2.5	2.8	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.7	
June	7.0	5.1	6.5	4.1	2.5	2.7	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.6	
July	7.0	5.1	6.6	3.6	2.5	2.6	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.5	
August	7.1	5.2	6.6	3.8	2.5	2.7	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.6	
September	7.0	5.2	6.6	4.0	2.4	2.8	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.9	
Season	5.4	4.8	5.3	---	---	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.6)	
1963-64															
October	6.9	5.2	6.5	4.2	2.8	3.3	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.0	
November	6.8	5.3	6.5	4.4	3.0	3.5	9.1	6.7	5.0	7.9	4.1	4.8	4.2	5.2	
December	7.0	5.4	6.6	4.5	2.9	3.5	9.0	7.0	5.0	7.8	4.1	4.8	4.3	5.2	
January	6.8	5.3	6.5	4.4	3.0	3.6	9.0	7.3	5.1	7.6	4.2	4.9	4.2	5.2	
February	6.8	5.2	6.5	4.4	3.1	3.7	9.0	7.2	5.0	7.6	4.1	4.8	4.2	5.1	
March	6.8	5.4	6.6	4.4	3.0	3.5	9.0	7.6	5.3	7.6	4.2	4.9	4.2	5.2	
April	6.8	5.3	6.4	4.4	2.8	3.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	5.1	
May	6.4	5.4	6.2	4.1	2.4	2.7	8.9	7.5	5.5	7.7	4.3	5.0	4.1	4.7	
June	6.4	5.2	6.2	3.9	2.3	2.5	8.9	7.5	5.7	7.7	4.3	5.0	4.1	4.7	
July	6.4	5.3	6.2	3.8	2.3	2.5	9.0	7.2	5.6	7.6	4.3	5.0	4.0	4.5	
August	6.4	5.2	6.2	3.8	2.3	2.5	8.8	7.5	5.9	7.7	4.1	4.9	4.0	4.6	
September															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.



Table 16.---Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated			Chilled orange juice			Canned single-strength juices			Canned single-strength fruit drinks			Canned grapefruit sections			Chilled citrus salads			Fresh oranges			Fresh grapefruit		
	Orange juice			Orange juice			Orange : Grapefruit : Prune			single-strength fruit drinks			grapefruit sections			citrus salads			oranges			grapefruit		
	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.
1962-63																								
October	1.32	---	---	1.30	.73	.60	.99	.92	.92	.69	.83	.96	.60	.60	.60	.83	.96	.96	.96	.96	.60	.60	.60	.60
November	1.32	---	---	1.21	.70	.60	.99	.89	.89	.65	.90	.90	.65	.65	.65	.90	.79	.79	.79	.79	.68	.68	.68	.68
December	1.35	---	---	1.26	.68	.64	1.07	.88	.88	.69	.88	.90	.69	.69	.69	.88	.92	.92	.92	.92	.77	.77	.77	.77
January	1.49	---	---	1.31	.74	.63	1.02	.95	.95	.70	.86	.98	.70	.70	.70	.86	1.05	1.05	1.05	1.05	.84	.84	.84	.84
February	1.53	---	---	1.37	.73	.68	.98	.98	.98	.75	1.00	1.02	.75	.75	.75	1.00	1.14	1.14	1.14	1.14	.88	.88	.88	.88
March	1.55	---	---	1.45	.89	.75	.98	1.05	1.05	.69	.96	.98	.69	.69	.69	.96	1.10	1.10	1.10	1.10	.90	.90	.90	.90
April	1.61	.88	.88	1.47	.83	.78	.96	1.00	1.00	.69	.96	1.01	.69	.69	.69	1.11	1.13	1.13	1.13	.96	.96	.96	.96	.96
May	1.66	.69	.69	1.41	.91	.78	.95	.98	.98	.73	.95	1.03	.73	.73	.73	1.04	1.10	1.10	1.10	.95	.95	.95	.95	.95
June	1.72	.69	.69	1.41	.88	.76	.96	.98	.98	.78	.96	1.02	.78	.78	.78	1.07	1.00	1.00	1.00	.91	.91	.91	.91	.91
July	1.71	.70	.70	1.40	.80	.80	.97	.94	.94	.79	.94	1.05	.79	.79	.79	.94	.94	.94	.94	.74	.74	.74	.74	.74
August	1.70	.71	.71	1.46	.83	.85	.97	.97	.97	.81	.97	1.07	.81	.81	.81	1.16	.96	.96	.96	.65	.65	.65	.65	.65
September	1.72	.79	.79	1.47	.86	.78	.96	.99	.99	.86	.96	1.04	.86	.86	.86	1.17	.90	.90	.90	.52	.52	.52	.52	.52
1963-64																								
October	1.68	.86	.86	1.44	.86	.80	.99	.99	.99	.83	.99	1.06	.83	.83	.83	1.07	.92	.92	.92	.70	.70	.70	.70	.70
November	1.69	.80	.80	1.55	.94	.81	1.00	.94	.94	.75	.94	1.00	.75	.75	.75	1.02	.89	.89	.89	.86	.86	.86	.86	.86
December	1.69	.83	.83	1.49	.92	.79	.97	.95	.95	.69	.97	1.07	.69	.69	.69	1.01	1.00	1.00	1.00	.89	.89	.89	.89	.89
January	1.64	.79	.79	1.37	.97	.84	1.00	.99	.99	.77	.99	1.09	.77	.77	.77	1.06	1.12	1.12	1.12	.94	.94	.94	.94	.94
February	1.66	.81	.81	1.48	.93	.84	1.00	.99	.99	.86	.99	1.15	.86	.86	.86	1.17	1.14	1.14	1.14	.98	.98	.98	.98	.98
March	1.75	.82	.82	1.48	1.00	.82	.93	.96	.96	.71	.93	1.12	.71	.71	.71	.98	1.14	1.14	1.14	.98	.98	.98	.98	.98
April	1.78	.86	.86	1.42	.97	.83	1.00	1.00	1.00	.77	1.00	1.12	.77	.77	.77	1.20	1.18	1.18	1.18	1.07	1.07	1.07	1.07	1.07
May	1.68	.79	.79	1.53	.92	.82	.97	.98	.98	.78	.97	1.14	.78	.78	.78	.88	1.07	1.07	1.07	1.02	1.02	1.02	1.02	1.02
June	1.69	.73	.73	1.49	1.01	.82	.99	.95	.95	.88	.99	1.09	.88	.88	.88	.94	1.00	1.00	1.00	.92	.92	.92	.92	.92
July	1.66	.78	.78	1.50	.92	.87	.97	.96	.96	.89	.97	1.11	.89	.89	.89	1.09	1.01	1.01	1.01	.84	.84	.84	.84	.84
August	1.62	.75	.75	1.59	.93	.86	1.02	.92	.92	.92	1.02	1.11	.92	.92	.92	.99	1.03	1.03	1.03	.79	.79	.79	.79	.79
September																								

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes the detailed as well as all other canned juices.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges: fruit	Fresh grape- fruit	Total 4/		
	Orange		Other 3/			Orange		Grape- fruit								Prune	Other 3/
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.								
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290:	9,528	1,719	784	8,042	5,593	784	(75,754)	
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724:	8,644	1,158	971	12,048	9,238	971	(81,777)	
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097:	8,533	1,224	813	20,967	10,033	813	(92,576)	
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954:	11,915	1,457	765	18,394	9,788	765	(97,554)	
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439:	13,328	1,573	834	18,441	10,884	834	(103,701)	
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613:	13,661	1,505	830	15,441	10,820	830	(103,457)	
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072:	14,724	1,272	852	13,944	10,327	852	100,529	
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635:	15,042	1,592	793	12,643	7,920	793	98,377	
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956:	14,796	1,639	557	9,602	4,354	557	90,765	
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918:	16,377	1,512	465	7,462	1,281	465	86,574	
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013:	15,484	1,375	443	6,236	774	443	81,291	
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137:	13,595	1,566	393	6,699	1,144	393	78,386	
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848:	155,627	17,592	8,500	149,919	82,156	8,500	(1,090,741)	
1963-64																	
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487:	13,914	1,482	605	7,895	7,519	605	86,291	
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664:	12,066	1,193	706	12,307	11,264	706	89,965	
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051:	13,011	1,482	633	22,647	11,782	633	100,900	
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345:	15,356	1,323	676	24,530	14,258	676	113,199	
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	15,350:	16,954	1,317	761	25,215	14,467	761	115,596	
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	14,925:	16,493	1,172	668	24,156	14,096	668	113,651	
April	21,018	4,960	2,408	2,534	4,969	2,173	1,853	4,550	14,793:	17,790	1,356	834	21,668	11,474	834	112,380	
May	19,584	3,798	2,207	6,260	4,863	1,971	1,932	4,073	14,423:	18,496	1,484	1,009	16,886	6,739	1,009	103,725	
June	19,469	3,736	1,907	6,421	4,602	1,955	1,744	4,174	13,655:	17,634	1,751	951	12,202	3,892	951	94,093	
July	18,290	3,601	2,143	8,340	4,381	1,757	1,869	4,335	13,250:	17,995	1,938	870	7,908	1,595	870	88,272	
Aug.	17,968	3,656	1,593	5,732	4,335	1,791	1,655	4,234	12,590:	16,006	1,684	788	6,136	1,165	788	79,333	
Sept.																	
Season																	

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.



Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, August 1963 and 1964

Product	Total consumer purchases				Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume		Share of market		Aug. 1963	Aug. 1964	Number	Average each purchase		Quantity per month	Average prices paid	
	Aug. 1963	Aug. 1964	Change	Pct. 1963	Pct. 1964	Pct. 1964	Aug. 1963	Aug. 1964	Ozs. 1963	Ozs. 1964	Unit	Aug. 1963
<b>FROZEN CONCENTRATED JUICES:</b>	1,000	1,000										
Orange	2,931	3,290	+ 12	16.0	18.7	18.8	2.0	2.0	17.9	36.1	Ozs.	28.2
Other	872	832	- 5	4.7	4.7	6.3	---	---	17.0	---	Ozs.	25.6
Total	3,803	4,122	+ 8	20.7	23.4	---	---	---	---	---	*	20.6
												6.6
												6.2
<b>FROZEN CONC. FRUIT DRINKS:</b>												
Orange	726	488	- 33	4.0	2.8	6.0	1.3	1.4	20.8	27.9	Ozs.	15.3
Other	2,956	2,511	- 15	18.9	16.7	13.6	---	1.8	---	---	Ozs.	11.8
Total	3,682	2,999	- 19	22.9	19.5	---	---	---	---	---	*	2.7
												2.5
<b>CHILLED ORANGE JUICE</b>	2,094	2,296	+ 10	2.8	3.3	4.9	2.4	2.5	41.6	98.4	Ozs.	47.4
												8.9
<b>CANNED SINGLE-STRENGTH JUICES:</b>	1,000	1,000										
Orange	421	331	- 21	1.9	1.6	4.2	1.7	1.6	47.3	78.9	Ozs.	48.5
Grapefruit	606	389	- 36	2.8	1.9	4.5	1.6	1.6	64.5	103.8	Ozs.	37.7
Pine	651	763	+ 17	3.0	3.6	7.4	1.7	1.8	42.8	74.3	Ozs.	41.6
Other	4,740	4,256	- 10	21.8	20.4	32.0	---	1.9	---	---	Ozs.	31.5
Total	6,418	5,739	- 11	29.5	27.5	40.3	2.3	2.2	52.8	124.1	Ozs.	4.7
												4.9
<b>CANNED SINGLE-STRENGTH FRUIT DRINKS</b>	5,241	5,498	+ 5	24.1	26.3	26.2	2.1	2.1	73.2	156.2	Ozs.	31.5
												4.1
<b>TOTAL -- Ready-to-drink 3/</b>	21,763	20,878	- 4	100.0	100.0	---	---	---	---	---	*	4.6
												4.6
<b>CANNED GRAPEFRUIT SECTIONS</b>	179	199	+ 11	---	---	3.1	1.5	1.5	33.0	50.7	Ozs.	25.6
												28.2
<b>CHILLED CITRUS SALADS</b>	1,000	1,000										
<b>FRESH CITRUS FRUIT:</b>	1,000	1,000										
Oranges	10,091	9,994	- 1	---	---	11.7	1.7	1.7	11.1	18.7	Ozs.	61.8
Grapefruit	466	726	+ 56	---	---	2.2	1.5	1.6	3.2	4.7	Ozs.	166.2
												160.5

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.  
3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. \*Per 6-ounce serving.



## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

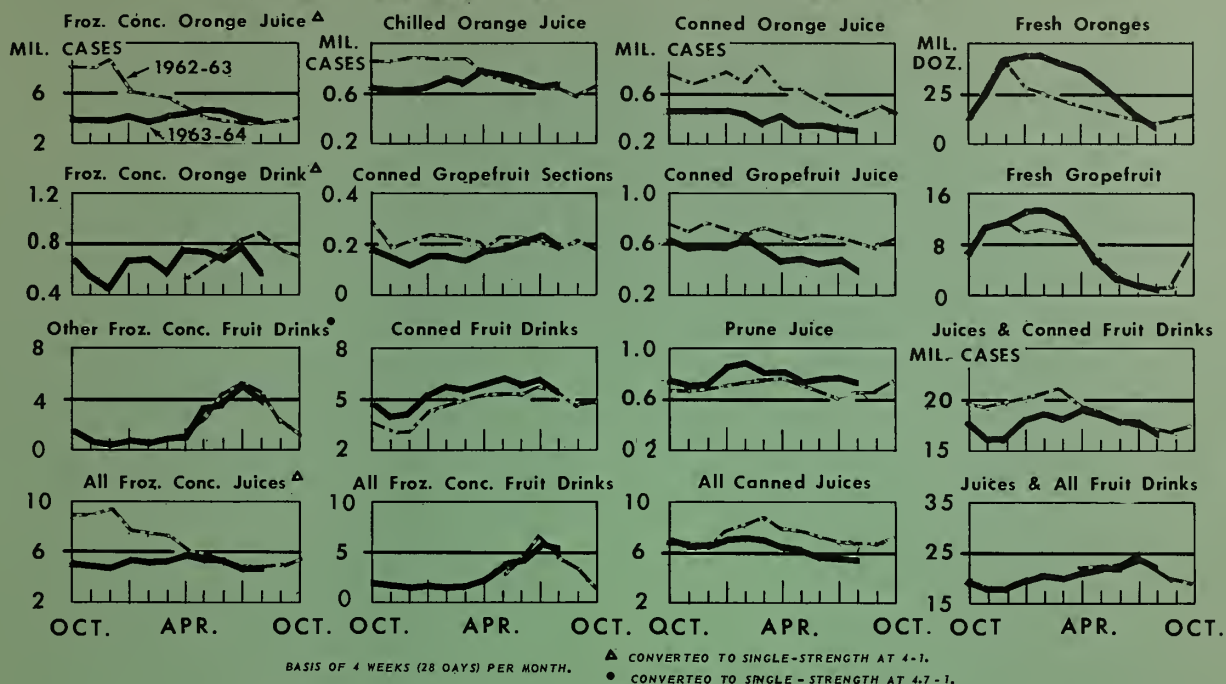


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

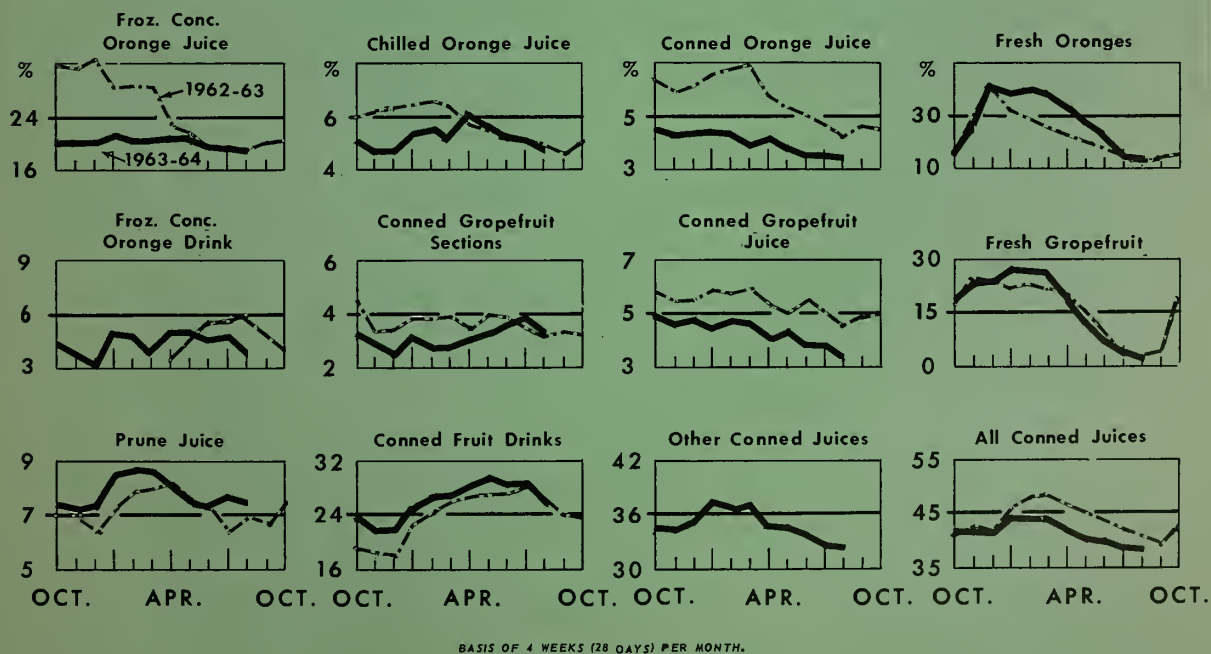


Figure 8

U. S. DEPARTMENT OF AGRICULTURE

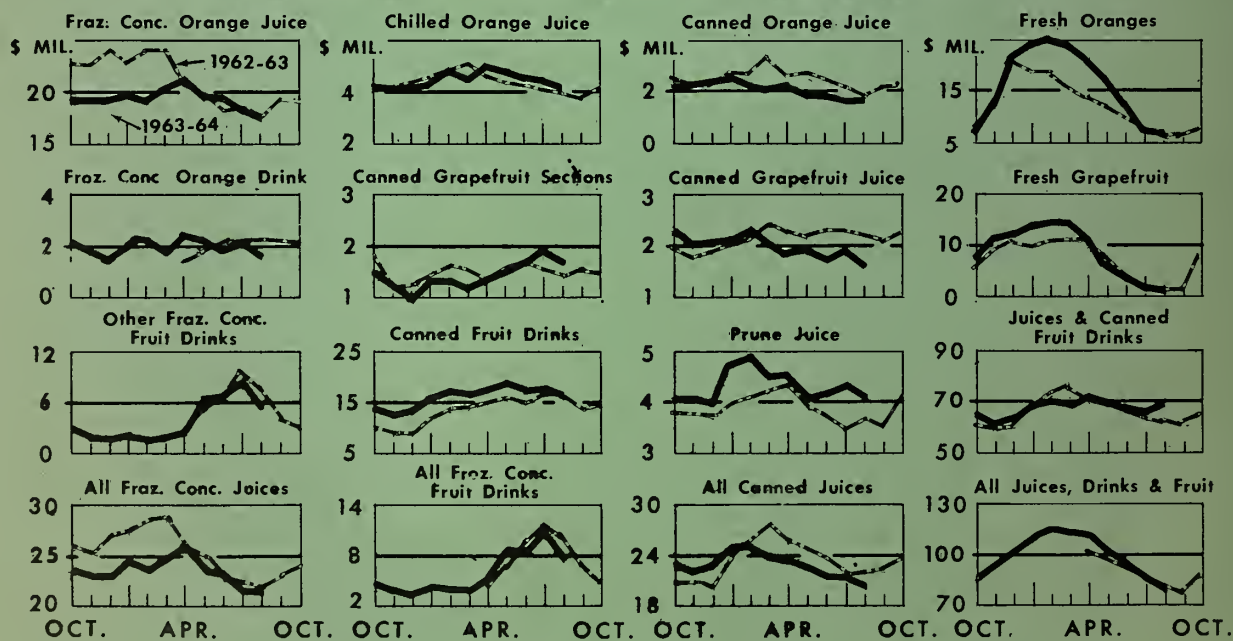
NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

## CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9